

INTRODUCTION TO THE 2014-15 CALIFORNIA COLLEGE CAMPAIGN



WHO WE ARE



GET SCHOOLED IS A NON-PROFIT ORGANIZATION DEDICATED TO USING MEDIA, TECHNOLOGY AND POPULAR CULTURE TO MOTIVATE STUDENTS TO IMPROVE HIGH SCHOOL GRADUATE RATES AND EMPOWER THEM TO SUCCEED IN COLLEGE.



WHO WE ARE



THE CALIFORNIA STUDENT AID COMMISSION IS THE PRIMARY STATE AGENCY RESPONSIBLE FOR ADMINISTERING STATE-AUTHORIZED STUDENT FINANCIAL AID PROGRAMS.



GOALS OF THE CHALLENGE

- 1 **RAISE AWARENESS** about the importance of going to college and the steps to get there.
- 2 **IMPROVE ENGAGEMENT AND STUDENT OUTCOMES** around key indicators of college preparation among participating schools including, SAT/ACT participation, college applications completed, college campus visits, and scholarship applications completed (Fall 2013-14).
- 3 **IMPROVE FINANCIAL AID APPLICATION OUTCOMES** around GPA verifications submitted by school districts, and completed FAFSA's and CA Dream Act Applications (Spring 2014-15).
- 4 **CONNECT STUDENTS WITH LOCAL RESOURCES** such as college access organizations, projects and events improve student preparation for college

**HIGH SCHOOLS THAT ACTIVELY PARTICIPATE IN A GET SCHOOLED COLLEGE CAMPAIGN POST FAFSA COMPLETION RATES MORE THAN
11% HIGHER THAN SIMILAR SCHOOLS!**

WHY PARTICIPATE?

Get Schooled reaches students where they are! The Cal Grant Program has \$1.7 billion for student access to California colleges in 2014-15 academic year!



GET SCHOOLED REWARDS STUDENTS & SCHOOLS

Two lucky California High Schools win \$5,000! It costs schools nothing but a little time and commitment! We will support you in the process as we help students!

YOU HAVE 39,730 POINTS
GO TO: Rewards Store

Exclusive "Get Schooled Throwback" Tee
Add this exclusive throwback tee shirt to your collection.
30,000 POINTS
[PURCHASE](#)

Taco Bell For A Year
To be eligible, you must have promised to graduate with Get Schooled and the Taco Bell Foundation For Teens.
The reward is equivalent to \$260 in gift certificates (\$5/week for 52 weeks).
100,000 POINTS
[VIEW FINANCIAL OFFERS](#)

Get Schooled Wake Up Mixtape
Get your exclusive playlist featuring Get Schooled celebrities like One Direction, Chris Brown and more!
7,500 POINTS
[PURCHASE](#)

Ultimate School Survival Kit
Be prepared for everything your teacher throws at you with this ultimate school supply kit!
10,000 POINTS
[PURCHASE](#)

NEED MORE POINTS?

INSPIRE ME
+400 POINTS

I WILL GRADUATE
MAKE THE PROMISE.
+200 POINTS

COLLEGE CAMPUS VISIT
+200 POINTS

FAPSA 4CASTER
+1000 POINTS

GAME ON!
+100 POINTS

MY COLLEGE DOLLARS
+400

All California High School Students can win rewards as they achieve simple challenges that lead them toward high school graduation and college access!

PRIZING

REGIONAL PRIZING

- High Schools with the most points in California after the Fall 2013 semester will win a \$5,000 cash gift!
- Students will celebrate with a DJ hosted assembly/party within six weeks after the semester! We will assist you with media to spread the word!



NATIONAL PRIZING


- The High School with the most points nationally will also win a celebrity principal for the day!
- Previous celebrity principals for the day include Ne-Yo, Kendrick Lamar, Diggy Simmons, the OMG Girlz, and other popular stars who appeal to teens!



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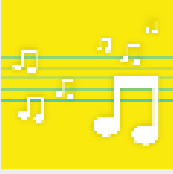
Taco Bell For A Year

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100,000 POINTS

YOU NEED 60,000 POINTS

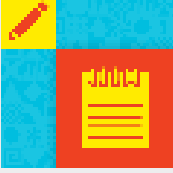


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+ 200 POINTS

FAFSA 4-CASTER

+ 1000 POINTS

GAME ON!

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MY COLLEGE DOLLARS

+ 400

The Get Schooled Reward Store is filled with FREE prizes for students!

GetSchooled.com is an online community where students meet, compete to go to college, share inspiration and interact.

- ✓ Students can play games, create raps, share aspiration and photos.
- ✓ Students can link to educational and financial aid resources.
- ✓ Get Schooled provides incentives for students to return to the website and continue engagement and exploration on going to college!

ONLY 60 CALIFORNIA HIGH SCHOOLS CAN PARTICIPATE

Sign up now! Contact Fiona Yung at fiona.yung@getschooled.com or call (212) 846-6485.

Space is limited – Interested High Schools should sign up by August 31, 2013.
Be part of the California College Campaign!

